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Marketing FOOD in Alberta

an access directory

Alberta
AGRICULTURE

1985

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THIS DIRECTORY — WHAT'S IN IT FOR YOU

MARKETING — SOME HELPFUL INFORMATION

THE BUYERS — WHO THEY ARE AND HOW THEY DO BUSINESS

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

BROKERS — HOW TO SELECT AND WORK WITH THEM

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THIS DIRECTORY — WHAT'S IN IT FOR YOU

The key for you to successfully market your food product in Alberta is to know this complex marketplace well, including its distribution channels, buyer expectations, key contacts and industry procedures. This knowledge will enable you to build and maintain a base of satisfied customers and a flourishing competitive business.

This directory is designed to assist you in better knowing the Alberta marketplace and to achieve your marketing objectives. It is aimed at providing information for manufacturers entering the market for the first time or wishing to expand product lines within Alberta. It is not intended to be an exhaustive study on the subject, rather a reference and a check-list of information which was provided by the trade.

The Alberta Food Processors Association retail and foodservice committees provided advisory counsel to the production of this directory.

This edition was revised in September, 1985.

DID WE MISS SOMETHING?

Compiling a resource directory is an on-going business. Revisions must be made regularly to keep this information current. This can only be accomplished with input from all sectors of the industry.

If something has been overlooked, please let us know. Direct inquiries to:

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
911 - 32 Avenue N.E.
CALGARY, ALBERTA T2E 6X6
(403) 297-8452

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
EDMONTON, ALBERTA T6H 5T6
(403) 427-4241
TLX: 037-2029
CABLE: AGINTLMKTG

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WHAT IS MARKETING?

Marketing is . . . a management philosophy which has as its objective getting the right PRODUCTS, in the right FORM, to the right PEOPLE, at the right PRICE, at the right PLACE in order to maximize PROFITS.

MARKETING CONCEPT

The key to the "marketing concept" is the CONSUMER and his wants and needs, NOT the wants and needs of the manufacturer. As a manufacturer, be sure that you are *satisfying* a demand, not trying to *create* one.

R. G. McGovern, president of Campbell Soup Co. Ltd. sums it up by saying, "We are dedicated to two fundamental approaches to marketing:

1. Paying close and constant attention to the consumer
2. Using what is learned from the consumer to drive marketing and manufacturing efforts in a joint, shared effort dedicated to excellence and success."

MARKET RESEARCH

Market research, an integral part of the marketing plan, is gathering, analyzing and compiling information to help you make your marketing decisions.

Marketing research will help you achieve three basic goals:

1. identify opportunities
2. plan to take advantage of these opportunities
3. evaluate performance and progress

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More specifically, market research can also supply the type of consumer profile information required by manufacturers especially for new product presentations, including:

* product development
* pricing
* advertising
* distribution
* market segmentation and demographics
* product positioning
* frequency of product brand use by package size and price
* consumer awareness of product brands
* packaging
* name/logo
* consumer behavior information including:
  — in- and out-of-home use
  — impulse versus planned purchases
  — occasion on which the product is purchased
  — how consumers use the product
  — who in the household actually purchases the product
  — what product characteristics are important to the consumer, for example, packaging, pricing, quality

Consider market research as an aid to judgment in decision making.

MARKETING SECTOR — ALBERTA AGRICULTURE

The two divisions of the Marketing Sector of Alberta Agriculture are the Marketing Services Division (Director, Dennis Glover — 427-3177) and the Market Development Division (Executive Director, Cliff Wulff — 427-4241). Together these divisions provide Alberta marketers of agricultural commodities and processed food and feed products a full spectrum of marketing consultative and financial assistance.

MARKET DEVELOPMENT — ALBERTA PROGRAM

Information and financial assistance programs, in tandem, form the foundation of the market development — Alberta program. On the information side, viable opportunities for agricultural commodities and processed products are identified: for example, opportunities for import replacement and new product development that provide long-term benefits. Information on buying systems throughout the province, marketplace trends and consultative assistance on market planning are further services provided to aid market development advancements.

Projects are initiated to assist in converting identified opportunities into actual sales. Some examples are participation in buyer trade shows, industry market expansion studies, special promotion programs, and buyer attitudes/trends surveys.

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FINANCIAL ASSISTANCE

Financial assistance is available to all companies and organizations marketing agricultural commodities, food and feed products to offset the cost of developing Alberta markets. Assistance is provided to support the following activities:

* exhibitions and trade fairs
* market feasibility studies
* other market promotion and development activities related to market entry.

CONTACT: Edmonton: 427-4241 Calgary: 297-8452

OTHER CONTACTS AND PROGRAMS

1. Agri-Food Development Branch — Edmonton — 427-7366
   — Marketing Sector first contact for meat, dairy and horticulture related companies. Manpower and financial assistance programs available.
2. Agricultural Processing Development Branch — Edmonton — 427-4036
   — Marketing Sector first contact for processed food companies (other than listed above). Manpower and financial assistance programs available.
3. Food Processing Development Centre — Leduc — 986-4793
4. Nutritive Processing Agreement — Edmonton — 427-4287
5. Alberta Food Processors Association — Edmonton — 453-3587

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THE BUYERS — Retailers and Wholesalers in Alberta

As a manufacturer, you have many avenues for getting a product to the consumer. Professional presentations made to the key buyers in the trade and continual follow-up are essential to ensure your product moves through the distribution system and is sold to a satisfied customer.

The following list of retailers and wholesalers provides you with company and contact names, insights into the company's buying procedures, interrelationships and special services.

Processing a **private label** product is a viable opportunity for Alberta food manufacturers. Contact with major Alberta buyers is the first step in this direction.

A list of specialized distributors and their services is provided at the end of this section.

Sources used were personal or telephone interviews, the Canadian Grocer and the Blue Book of Food Store Operators and Wholesalers (1984).

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ALBERTA GROCERS WHOLESALE LTD.

HEAD OFFICE: 14505 Yellowhead Trail
Edmonton, Alberta
T5L 3C4
(403) 453-2361

MANAGEMENT: President: Lorne Kerr
Director, Purchasing and Advertising: Jim Crawford
V.P., Retail & Warehouse Operations: Jack Shippobotham
Director Retail Operations: Garry Crane
Manager, Produce: Wayne Haryett
Manager, Meat Program: Bill Gillies
Grocery Buyers: Jim Miller, Tom Betts, Kathy Taylor, Gene Dancause

STORES:

Alberta	234
N.W.T.	13
Yukon	13
B.C.	14
Saskatchewan	3
	277

GROUPS OPERATED:

Super "A" Foods: 30 larger stores in Northern Alberta, B.C. and the Northwest Territories.
Bigway Foods: 26 medium-sized stores, ranging from 2,500 to 4,500 sq. ft.
Speedee Marts/Q-Marts: 32 stores. These are convenience-type stores.
Tags, Gas Bars: 11 stores. These are convenience-type grocery and gas-bar outlets.
Alberta Grocers: 178 intermediate stores, general members.

CASH & CARRY:

Alberta Grocers operates 3 outlets — Edmonton, Lloydminster and Camrose, offering a rounded-out service to convenience stores, general stores and institutional buyers.

BUYING PROCEDURES:

To obtain a listing, contact Mr. Crawford for grocery items, Mr. Haryett for product and Mr. Gillies for meat. Mr. Crawford is responsible for overall buying decisions.

ALLWEST SUPERMARKETS

CALGARY OFFICE: 7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: General Manager: Ben Mah
Produce Manager: Fred Nixon
Meat Manager: Walter Choi
Bakery Manager: Donna Egglestone

STORES: 6 in Calgary

BUYING PROCEDURES:

To obtain a new listing in Allwest's six Calgary stores, contact both the appropriate Allwest and Associated Grocer buyers as listed in the directory, as they are both involved in the purchasing decision.

ASSOCIATED GROCERS LTD.

HEAD OFFICE: 7100 - 44 St. S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300

MANAGEMENT: President: Wayne Smith
Senior V.P. Consumer Relations & Development: Don Larkin
V.P. and General Manager: Steve Vanderleest
Director, Marketing: Charlie Dixon
Produce Manager: Bruce Green
Manager, Grocery: Bob Hendle
Meat Buyer: Don McKenzie
Manager, Foodservice: Bob Boetger

DIVISIONS: (food related)
Associated Cash & Carry
Associated Produce
Associated Foodservice

STORES:

Alberta	245
B.C.	30

GROUPS OPERATED:

A.G. Food Stores (255), Thriftway (6), Solo Stores (2).

Associated Grocers provides a full range of retailer services and has cash-and-carry outlets.

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BUYING PROCEDURES:

Mr. Vanderleest is responsible for all warehouse buying and shipping. The produce, grocery and foodservice managers report to him.

For new product presentations and listings contact the appropriate buyers first, except for locally grown produce, contact Mr. Green and for meat contact Mr. McKenzie directly.

For advertising and merchandising to member stores contact W. Merrit.

New products are usually put on a 60-90 day trial to establish a market for the product.

BLINDMAN VALLEY FOODS

HEAD OFFICE: #18, 5579 - 47 Street
Red Deer, Alberta
T4N 1S1
(403) 346-0636

MANAGEMENT: Sales and Purchasing Manager: Greg Brown

SERVICES:

This company offers distribution services of foodservice items mainly associated with the pizza restaurant business. The main market area is Red Deer and the company is currently expanding into Calgary and Edmonton.

BRIDGE BRAND FOOD SERVICES LTD.

HEAD OFFICE: 1802 Centre Avenue N.E.
Calgary, Alberta
T2E 0A6
(403) 235-8555

EDMONTON OFFICE: 7027 Gerrard Road
Edmonton, Alberta
T6V 2C4
(403) 468-4256
Manager: Al Beesley

RED DEER OFFICE: 4746 Riverside Drive
Red Deer, Alberta
T4N 2N7
(403) 343-3478
Manager: Rick Dipple

MANAGEMENT:
President: Michael Tamagi
Vice President: Fred Tamagi Jr.
Vice President: Mel Tamagi
Sales Manager: Tom Shindruk
Director Produce Division: Duke Oshiro
Grocery Department Manager: Doug Seasmans
Frozen Food Department Manager: Norm Gerault
Produce Department Manager: Terry Lindeman
Beverage Department Manager: Kevin Power
Fish/Meats Sales Co-ordinator: Michael Price
Merchandising Manager: Donna Hanna
Non-Food Department Manager: Larry Dunn

BUYING PROCEDURES:

A foodservice wholesale distributor, like Bridge Brand, is in the business to move product. Essentially, it is the manufacturer's responsibility to create a demand with the end user (the restaurant, institution, etc.) in order that the product is "pulled" through the distribution channels.

For new product presentations and listings, contact the appropriate division or department manager at Head Office. Be prepared to offer marketing support. Bridge Brand is flexible in their approach to the kind of support you can offer. Bridge Brand staff recommends isolating your target market, and working closely with their sales force (22) to build loyalty for your product. The person on the order desk also needs to be introduced to your product.

Bridge Brand's market area is Edmonton, Red Deer and southern Alberta, with a strong presence in the Calgary area.

CALGARY CO-OPERATIVES ASSOCIATION LIMITED

HEAD OFFICE: 8818 MacLeod Trail South
Calgary, Alberta
T2H 0M5
(403) 253-0345

MANAGEMENT AT HEAD OFFICE:
President and Chairman of the Board: Gordon Barker
Chief Executive Officer: Gerry Kiehl
Vice President, Marketing: Howard Baum
Vice President, Operations: Charlie Duggan
Consumer Counsellor: Marilyn Clark
Consumer Counsellor: Marianne Lidstone
District Manager: Steve Ramsay
District Manager: Roy Brown
District Manager: Darwin Flathers

MARKETING OFFICE:
Oakridge Marketing Department
#56, 2580 Southland Drive S.W.
Calgary, Alberta
T2V 4J8
(403) 238-3884

MANAGEMENT AT OAKRIDGE OFFICE:
Food Marketing Manager: Bob Illingsworth
Grocery Marketing Manager: Jorgen Laursen
Produce Marketing Manager: Stuart Job
Meat Marketing Manager: Don Romansky
Advertising Manager: Gerry Thompson

STORES: Calgary Co-op operates 13 stores; 12 in Calgary, and one in Strathmore. It functions independently of other co-operative organizations.

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BUYING PROCEDURES:

To obtain a new listing or make a change in your listing, contact the respective marketing managers. Buying decisions are made at a weekly meeting which also includes M. Clark and W. Hoffart from Federated Co-op. M. Clark, the consumer counsellor, will test your product in the Co-op kitchen. Once your product is listed with Calgary Co-op, it is stocked by their wholesaler, Federated Co-op Ltd.

Produce items are wholesaled and distributed by Scott National and purchasing decisions are made in conjunction with the Calgary branch office of Scott National.

B. Illingsworth is also responsible for products purchased for the Calgary Co-op cafeterias. Your individual advertising arrangements should be made with the marketing managers, who, in turn, co-ordinate all advertising with Gerry Thompson.

CANADA SAFEWAY LIMITED

HEAD OFFICE: 12th Floor, 1015 - 4 Street S.W.
Calgary, Alberta
T2P 2J6
(403) 269-8229

SENIOR MANAGEMENT:
President-Chief Executive Officer: R. H. Kinnie
Vice Presidents: R. F. Hendy, B. Nicol, H. R. Rempel, R. H. Parkyn, J. Jope, N. D. Fingler, A. R. Paton, D. Monk; Larry McLennan, Can. Public Affairs Manager.

Calgary Division — 535 - 10 Avenue S.W., Calgary 298-0800
— 46 stores

Division Manager and Vice President: R. H. Parkyn
Retail Operations Manager: Dennis Rancier
District Manager: Dave Williams
District Manager: Bob Marchant
District Manager: Bruce Johnson
District Manager: Robert Baker
Advertising and Merchandising Manager: Bill Sexsmith
Meat Merchandising Manager: Fidel Stephenson
Bakery Merchandising Manager (also for Edmonton Division): Clark Mechan
Produce Merchandise Manager: Paul Turner (see MacDonalds Consolidated Ltd.)
Frozen Food Buyer: Jack Schavemaker
Perishables Food Buyer: Al Slip

Edmonton Division: — 16011 - 116 Avenue, Edmonton 453-6300
— 55 stores
Division Manager: H. R. Rempel
Retail Operations Manager: Charlie Schaupmeyer
District Manager: Harry Gerbrandt
District Manager: E. Nykyforiak
District Manager: Norm Leaf
District Manager: Lloyd Dichaw
Grocery Merchandising Manager: Jim McCulloch

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Advertising Manager: Rick Limacher
Meat Merchandising Manager: Tom Hodgins
Produce Merchandising Manager: Dick Ryley (see MacDonalds Consolidated Ltd.)
Perishable Food Buyer: Dwayne Musey
Produce Merchandiser: Roger McLeod

BUYING PROCEDURES:

For listings of new items, new sizes and special packs, contact B. Sexsmith in Calgary and J. McCulloch in Edmonton for Safeway, Food For Less and Food Barn stores. All buying is now centralized out of division offices, except for produce (see MacDonalds Consolidated Ltd.). District managers should also be aware of your new product. Group buying meetings are held regularly.

MacDonalds Consolidated Ltd., Safeway's wholesale and distribution arm, then carries your product, unless you deliver directly to the store.

C. W. BOONE LTD.

(Division of Horne & Pitfield Foods Ltd.)

HEAD OFFICE: 9350 - 48 Street
Edmonton, Alberta
T6B 2R3
(403) 468-4333

MANAGEMENT: Branch Director: Brian Blacklock
Buyers: Pat Long and Doug Phillips
Assistant Manager: Derek Minter

BUYING PROCEDURES:

To obtain a listing for your foodservice produce, contact Brian Blacklock.

With their own sales force, this company services foodservice accounts in Edmonton and northern Alberta, using Horne & Pitfield warehouse facilities.

THE DAIRY

(268321 Alberta Ltd.)

HEAD OFFICE: #1, 390 McAlpine Crescent
Fort McMurray, Alberta
T9H 4B1
(403) 743-2892

MANAGEMENT: Manager, Owner: Bob Ferry
Secretary, Treasurer: Linda Ferry

SERVICES:

"The Dairy" concentrates mainly on foodservice distribution for the Fort McMurray area and for surrounding camps, providing a full line of food products. The company is interested in expanding into other food lines.

BUYING PROCEDURES:

Contact Mr. Ferry for listings.

DEBAJI'S

HEAD OFFICE: 10131 Princess Elizabeth Avenue
Edmonton, Alberta
T5G 0X9
(403) 474-1414

MANAGEMENT: Mazen Debaji

OPERATION: Debaji's operates two Edmonton retail locations and one Red Deer location, supplying produce, bulk nuts, cheeses and fruit juices.

BUYING PROCEDURES:

Contact Mazen Debaji for listings.

EASBY FOODS LTD.

HEAD OFFICE: 5411 82 Avenue
Edmonton, Alberta
T6B 2J6
(403) 468-1611

MANAGEMENT: Manager, Owner: Bob Easby
Buyer: Doug Easby
Sales Manager: Dale Schocker

SERVICES:

Easby Foods has six salesmen covering foodservice accounts in Alberta up to and including Calgary, the N.W.T., Yukon and Saskatchewan. This company distributes a full range of foodservice products.

EDMONTON CO-OPERATIVES ASSOCIATION LTD.

HEAD OFFICE: 7935 - 71 Street
Edmonton, Alberta
T6B 1W9
(403) 469-4477

SENIOR MANAGEMENT:
President: Bob Borreson
Vice President: Murray Hawkins
General Manager: Joe Feeney
Grocery Manager: Nick Elianishan
Produce Manager: Gerry Weisgerber
Meat Manager: Alan Smith

STORES: Edmonton Co-op operates five stores in Edmonton.

BUYING PROCEDURES:

To obtain a listing, contact the grocery, produce or meat managers. Once your product is listed with Edmonton Co-op, it is stocked by their wholesaler, Federated Co-operatives Ltd.

FEDERATED CO-OPERATIVES LTD.

HEAD OFFICE: 401 - 22 Street East
Saskatoon, Saskatchewan
S7K 3M9
(306) 244-3311

SENIOR MANAGEMENT:
Food Manager: Glen Hanson

ALBERTA REGIONAL OFFICES

Federated Co-operatives Ltd. is a wholesale operation distributing to 94 stores throughout Alberta, including the Calgary Co-op and Edmonton Co-op stores.

Calgary: 2626 - 10 Avenue N.E.
(403) 272-4081

Food Manager: Wayne Hoffart
Meat Supervisor: Erick Lix

Edmonton: 14404 - 128 Avenue
(403) 454-2441

Food Manager: Stan Sawatzky
Meat Buyer: Luke Webbnick

BUYING PROCEDURES:

If you wish to deal with the Calgary and Edmonton Co-ops you must obtain a listing with their buyers (see directory). Then your product will be stocked by Federated Co-op, unless you deliver direct to the store.

The branch food managers are responsible for forwarding all listing information to the Saskatoon head office. In most cases the products listed with the Calgary or Edmonton Co-op are the ones listed for the rural co-op stores.

Federated supplies the rural retail co-op stores with many advertising services, plus accounting, training and planning services.

The retail co-ops are owned by their consumer members and the co-ops in turn own Federated Co-operatives Ltd., their supply house.

There are more than 200 products bearing the Co-op and Harmonie label which Federated distributes to the retail co-op stores.

Interprovincial Co-operatives Limited, with its operational office in Mississauga, Ontario, handles the procurement of Co-op and Harmonie items.

FOOD CITY SUPERMARKETS LTD.

HEAD OFFICE: #232, 5401 Temple Drive N.E.
Calgary, Alberta
T1Y 3R7
(403) 285-8115

MANAGEMENT: President: Henry Chow
Vice President: Verna Chow
General Manager and Head Buyer: Johnny Chu

STORES: Food City Supermarkets, not related to Food City stores in Ontario, operates six supermarkets, all in the Calgary area.

BUYING PROCEDURES:

All buying is done at the head office. Products are then wholesaled and distributed to Food City stores by Associated Grocers Ltd. Often, if Associated Grocers will carry your product, then Food City may also. See Associated Grocers in directory.

THE GROCERY PEOPLE

(subsidiary of Alberta Grocers Wholesale Ltd.)

HEAD OFFICE: 11420 - 170 Street
Edmonton, Alberta
(403) 451-3971

MANAGEMENT: General Manager: Gabe Keller
Sales Manager: Jeff Lemon
Grocery Buyer: Sherrel Williams
Perishables Buyer: Dave Littlefair

BUYING PROCEDURES:

To obtain a listing for your foodservice product, contact G. Keller and the grocery or perishables buyer.

The Grocery People will assist you in launching your product by distributing advertising flyers to their customers. The company presently has nine sales people.

This company handles the market area from Red Deer and north into B.C., N.W.T. and Saskatchewan; servicing all types of hotels, restaurants and institutions.

HORNE & PITFIELD FOODS LTD.

(subsidiary of M. Loeb Ltd., Ottawa)

HEAD OFFICE: 12831 - 163 Street
Edmonton, Alberta
T5J 2G9
(403) 470-1470

MANAGEMENT: President: K. W. Quinn
Vice President, Wholesale Operations: W. Wagner
Vice President, Retail Operations: M. Lindgren
Vice President, Marketing: J. Freeman
Director of Marketing: Brian Caney
Director Meat Operations: R. McKee
Director Advertising: D. Clark
Director Produce: C. Schur
Director Corporate Stores: T. Vanderweide
Director Retail Operations: R. Daley
Director MRT Stores: R. Boychuk

STORES: 419 in total; in Alberta, B.C., Saskatchewan, N.W.T.

GROUPS OPERATED:

IGA	88
MM — Much More	136
Triple S	12
Red Rooster	157
Mayfair	21
Food Giant	5

Horne & Pitfield offers a full retailer service program, including advertising programs.

Horne & Pitfield also services about 200 non-group customers.

CASH & CARRY:

The company has eight cash & carry warehouses; Edmonton (4), Calgary (2), Lethbridge (1), Fort McMurray (1).

BUYING PROCEDURES:

For all requests for new items, new sizes, special packs or point-of-purchase displays, contact Brian Leonard at the head office. New product presentations should also be made to B. Caney for grocery, dairy, frozen; R. McKee for meats and C. Schur for produce items and to the advertising, retail and wholesale operations staff as they are involved in the buying decision meetings.

It is advised to follow up on a regular basis with the branch buyers once you obtain your listing.

If your product is for a local market only, contact the local branch wholesale buyer. That person in turn contacts B. Caney for approvals. Many test markets are handled this way.

For listings in the cash & carry warehouses, contact G. Kinney in Edmonton. For Food Giant listings contact R. Radloff in Calgary branch office.

BRANCH OFFICES

Red Deer, 4756 Riverside Drive (403) 346-4145
Manager and Buyer: D. Ostapowich
Buyer: Wayne Kisiloski

Calgary, 7704 - 30 Street S.E. (403) 279-4483
Manager: Dennis Allen
Grocery Buyer: Laird Phimester
Food Giant Supervisor: Rick Radloff
Produce Buyer: Ron Limisky

Medicine Hat, Industrial Avenue S.E. (403) 527-3377
Manager and Buyer: P. Cavalier
Buyer: Ken Ingenthron

St. Paul, 5105 - 50 Avenue (403) 645-4624
Manager and Buyer: Harvey Smith
Buyer: Roger Lakusta

Grande Prairie, 8930 - 111 Street (403) 532-7098
Manager and Buyer: Bill Nelson
Buyer: Brent Adams

Peace River, P.O. Box 580 (403) 624-2578
Manager and Buyer: T. Coffin
Buyer: S. Paulsen

Edmonton, 12910 - 156 Street (403) 470-1440
Manager: J. Stanton
Head Buyer: Diane Doherty
Produce Buyer: Al Mathison

INDEPENDENT WHOLESALE LTD.

HEAD OFFICE: 10326 - 107 Street
Edmonton, Alberta
T5J 1K3
(403) 423-4446

MANAGEMENT: Manager: Steve Hucul
Buyer: John Hucul
Buyer: E. Krupka

BUYING PROCEDURES:

Contact J. Hucul for new product presentations.

Independent Wholesale does not carry fresh meat or produce. The company distributes mostly in the Edmonton area to independent retailers, institutions, drug stores and hotels.

I & S PRODUCE LTD.

HEAD OFFICE: 8007 127 Avenue
Edmonton, Alberta
T5C 1R9
(403) 478-3451

MANAGEMENT: President: Jack Iwabuchi
Vice President: Robert Iwabuchi
General Manager: Richard Pidwerbeshi
Sales Manager: Jim Graham
Grocery, Frozen Food Buyer: Sat Miruyama

SERVICES:

Combined with its vegetable processing facility, I & S Produce also provides wholesale distribution of fruits and vegetables, grocery lines and frozen products to foodservice accounts.

BUYING PROCEDURES:

For new product presentations, contact S. Miruyama. He would then consult with the general and sales managers of the company. Sales presentations are made on Friday afternoons. Advertising flyers are mailed to foodservice customers. As with all foodservice distributors, your promotional efforts and detailing with accounts to create a demand will influence listings and, in turn, sales.

MACDONALDS CONSOLIDATED LTD.

(subsidiary of Canada Safeway Ltd.)

WHOLESALE BRANCHES:

Calgary:
203 - 42 Avenue S.E., T2P 2J4 (403) 287-3080
Wholesale Operation Manager: E. Herman
Produce Merchandising Manager: Paul Turner
Senior Buyer, Produce: Roy Craig

Edmonton:
Frozen Warehouse:
11528 - 160 Street (403) 452-7236
Manager: Jim Hunter

Grocery, Produce, Perishables Warehouse:
13944 & 14040 - 125 Avenue (403) 455-3311
Sales Manager and Foodservice Buyer: R. Blum
Produce Merchandising Manager: D. Ryley, L. Borst

Lethbridge:
2825 - 2nd Avenue A South (403) 329-0722
Grocery Warehouse Manager: Norm Winne
Produce Manager: Ian Levers

Red Deer:
P.O. Box 430, 4946 - 53 Avenue (403) 346-2361
Grocery and Produce Warehouse Manager: Gordon Philip

BUYING PROCEDURES:

It is advisable once you have met with B. Sexsmith or J. McCulloch in Calgary and Edmonton for listings with Canada Safeway, that you also familiarize the wholesale operation managers with your product. Produce buying is handled by P. Turner and D. Ryley at MacDonalds Consolidated.

MacDonalds Consolidated Ltd. not only operates as a wholesaler and distributor to Canada Safeway stores, but also as a supplier to independent retailer and foodservice accounts throughout the province. If your product is listed with the division office, then it is automatically available to independent accounts from MacDonalds Consolidated.

MAC'S CONVENIENCE STORES INC.

HEAD OFFICE: 10 Commander Blvd.
Scarborough, Ontario
M1S 3T2
(416) 291-4441

WESTERN REGION OFFICE:
#20, 6624 Centre Street South
Calgary, Alberta
T2H 0C8
(403) 278-9582
General Manager: Roy M. Smith
Merchandising Manager: Mac Parlee

STORES: Mac's operates 128 convenience stores in Alberta.

BUYING PROCEDURES:

Buying for the whole western region is centralized and authorized in the Calgary office. Mac Parlee is the contact to obtain listings. Wholesaling and distribution is provided by Western Grocers.

MEDICINE HAT WHOLESALE FOODS LTD.

HEAD OFFICE: 851 Industrial Avenue S.E.
Medicine Hat, Alberta
T1A 3L7
(403) 527-4481

MANAGEMENT: Manager: Harry Mitzner
Grocery Buyer: Hugh Geddes

BUYING PROCEDURES:

Contact either H. Mitzner or H. Geddes for a listing with this company which services both retail and foodservice customers in the Medicine Hat and Brooks area.

THE MERCO WHOLESALE LIMITED

HEAD OFFICE: 11620 - 120 Street
Edmonton, Alberta
T5G 2Y2
(403) 454-8641

MANAGEMENT: President: G. J. MacDonald
Vice President: S. Pichonsky
General Manager: J. Belland
Assistant Manager: J. Selski
Manager Retail Operations: L. Rurka
Produce Manager: E. Mazur
Buyers: I. Currie, S. Clark

GROUPS OPERATED:

Big M	25
M-A	24
Associated	100

The 100 associated stores are smaller grocery and general stores supplied by the company. The company provides preprinted order forms, flyers, retail bulletins, weekly specials, advertising, signs and store planning.

BUYING PROCEDURES:

For new product presentations, contact the buyers.

NORTHVAL DISTRIBUTORS LTD.

HEAD OFFICE: 309 MacDonald Crescent
Fort McMurray, Alberta
T9H 4B7
(403) 743-0157

MANAGEMENT: Manager: Harold Bishop

SERVICES: Northval distributes to foodservice accounts in Fort McMurray and to some camps. Packaged and frozen products only are carried.

THE REAL CANADIAN SUPERSTORE

(Division of Westfair Foods Ltd., Winnipeg: Westfair Foods Ltd. is a division of Kelly Douglas & Co. Ltd., Vancouver)

HEAD OFFICE: P.O. Box 808
Winnipeg, Manitoba
R3C 2P1
(204) 786-7941

MANAGEMENT: Vice President, Kelly Douglas and Vice President, Superstores: Serge Darkazanli
Vice President, Westfair Foods Ltd. and Division Manager, Superstores Operations: Tom Fraser
Grocery Merchandiser, Division Manager: Bob Chapman
Meat Division Manager: Martyn Vernon
Deli Division Manager: Lore Gerlach
Produce Division Manager: Russ Petrie
Bakery Division Manager: Chris Merrifield

STORES: There are two Real Canadian Superstores located in Edmonton.

BUYING PROCEDURES:

To obtain a new listing, first contact is to be made with Tom Fraser. Both Mr. Fraser and Mr. Darkazanli are involved in initial presentations. They will then involve the appropriate division managers, as listed, for final listing decisions. Individual buyers and merchandisers report to the division managers. They handle ongoing accounts. Mr. Chapman chairs the regular buyers' meetings and reports changes to the Vice Presidents.

Western Grocers Ltd., Edmonton, provides warehousing and distribution services, only, for the Real Canadian Superstores.

SCOTT NATIONAL LTD.

HEAD OFFICE: 1200 - 10201 Southport Road S.W.
Calgary, Alberta
T2J 4B4
(403) 258-0458

MANAGEMENT: President, General Manager: Ken Kirsch
Vice President, Chairman: Paul Soulier
Vice President, Marketing, Branch Operations: Garry Wagner
Vice President, Fresh Fruit and Vegetable Division: Jim Lloyd
Vice President, Foodservice Division: Brian Mann
National Foodservice Sales Manager: Jack Reid
Director, Foodservice Purchasing: R. M. (Bob) Coxford

SERVICES:

Scott National wholesales and distributes fresh fruits and vegetables, frozen foods, foodservice, groceries, confectioneries, plus non-food items through its 14 branch offices from Dryden to Cranbrook.

Over 60 per cent of the company's business is related to the foodservice market with the retail emphasis being almost exclusively produce.

BUYING PROCEDURES:

For foodservice, 90 per cent of the buying is co-ordinated through head office. For new product presentations, contact B. Mann. A committee makes the final buying decision and it consists of J. Reid, Bob Coxford, and A. Haynes, foodservice product specialist for Alberta.

Scott National prefers that a manufacturer be able to supply all 14 branches and will not handle a product if it is sold directly.

After your product is listed, you should establish contact with branch level buyers and work closely with the local salesmen.

Scott National sends out 5000 copies of "Foodservice World" to its customers on a monthly basis. Specials and new products are featured.

For fresh fruit and vegetable listings, contact J. Lloyd.

BRANCH OFFICES:

CALGARY:

1110 - 58 Avenue S.E.
T2H 2C4
(403) 253-7316

Manager: Al Seeley 253-3744
Foodservice Sales Manager: D. Fedyk 253-1399
Buyer — Grocery, Frozen Food: W. Schultz 253-7044
Service Supervisor: A. Hermann 253-6889

EDMONTON:

14215 - 125 Avenue
T5J 2J1
(403) 451-3550

Manager: Scott Robison 452-6851
Foodservice Accounts Supervisor: Tony Bishop
Produce Buyer: K. O. Bell
Grocery Buyer: D. Hogg
Service Supervisor: D. Snyders

GRANDE PRAIRIE:

9145 Park Road
P.O. Box 1040
T8V 3R5
(403) 539-7850

Manager: J. J. Wulff
Buyer: G. Vanschaick

LETHBRIDGE:

P.O. Box 1030
209 - 4 Street South
T1J 4A2
(403) 328-3361

Manager: F. Clark
Foodservice Accounts Supervisor: H. Hinatsu
Buyer: C. Petrie

MEDICINE HAT: P.O. Box 488
523C North Railway Street
T1A 7G2
(403) 527-1161

Manager: C. Unrau

PEACE RIVER: P.O. Box 336
9602 - 96 Street
T0H 2X0

Manager: J. B. Hackett
Buyer: J. Lund

RED DEER: P.O. Box 370
7459 - 49 Avenue
T4N 5E9
(403) 346-2068

Manager: R. A. Thudium
Foodservice Co-ordinator and Buyer: G. Smith

7-ELEVEN STORES

HEAD OFFICE: Southland Canada Inc.
4285 Canada Way
Burnaby, B.C.
V5G 1H2
(604) 438-3322

MANAGEMENT: (in Vancouver)
Division Manager: F. Farr
Merchandise Manager: J. Musselwhite
Senior Buyers: G. Blom
B. Wood

ALBERTA REGION: 7-Eleven operates 99 convenience stores throughout Alberta.

Alberta Zone Manager: Mike Sugden (403) 253-1408
Located in Calgary office as noted below.

South Calgary District: (403) 253-1281
6025 - 6 Street S.E.
Stores: 30
District Manager: Tim Rhodes
Sales Manager: Mike McIssac

North Calgary District: (403) 253-6375
6025 - 6 Street S.E.
Stores: 34
District Manager: Dave Hogan
Sales Manager: Bill Patterson

Edmonton District: (403) 461-0711
3823 - 98 Street
Stores: 35
District Manager: Dave Dever
Sales Manager: Barry Derco

BUYING PROCEDURES:

The district sales managers are responsible for initial screening of all product presentations. They can approve some listings, however, any major changes to merchandise mix are handled by the Vancouver office.

Wholesaling and distribution for 7-Eleven stores in Alberta is handled by Wallace & Carey Ltd.

SIMON & REIMANN FOOD DISTRIBUTORS LTD.

Calgary Office: #17, 4216 - 54 Avenue S.E.
(403) 279-8909

Manager: Ralf Eichstadter
Buyer: Barry Krieger

Edmonton Office: 15911 - 132 Avenue
T5V 1H8
(403) 470-1689

Manager: Wilf Wiebe
Assistant Manager: John Younger
Salesman: Carl Wettlaufer

BUYING PROCEDURES:

Contact R. Eichstadter or W. Wiebe if you are interested in using this company's foodservice wholesale and distribution services.

SUNSPUN FOOD SERVICE

(Division of Westfair Foods Ltd.)

Sunspun Foodservice has seven branch offices from Thunder Bay west to Alberta.

Calgary Office: 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Foodservice Manager: Cheri Jones

Edmonton Office: 16104 - 121 A Avenue
T5J 2J5
(403) 454-1561

Foodservice Manager: Lorne Anhelinger

BUYING PROCEDURES:

For distribution of your products to foodservice accounts, contact either C. Jones or L. Anhelinger and arrange to meet the appropriate buyer (see Western Grocers). Sunspun Managers recommend that a manufacturer should decide between selling direct or using a distributor, which enables you, the manufacturer, to reduce sales force, deliveries and accounts receivable.

Like other wholesale distributors, Sunspun sends out advertising flyers, featuring manufacturers' specials and promoting new items.

SUPER VALU STORES

(Ferraro's Ltd.)

ALBERTA OFFICE: 1427, 1632 - 14 Avenue N.W.
Calgary, Alberta
T2N 1M4
(403) 289-0226

MANAGEMENT: General Manager: George Wood
Meat Merchandiser: Gary Baron
Bakery, Deli Merchandiser: Lorne Parisotto
Produce Merchandiser: D. Schultz
Grocery Merchandiser: Bill McEwan

STORES:

Calgary	(5)
Edmonton	(3)
Lethbridge	(1)

BUYING PROCEDURES:

All buying is co-ordinated by the Calgary office merchandisers, as listed. B. McEwan also co-ordinates the advertising. Once a listing is established, Super Valu requests that it be listed with their wholesaler, Western Grocers.

WALLACE & CAREY LTD.

HEAD OFFICE: 5445 - 8 Street N.E.
Calgary, Alberta
T2K 5R9
(403) 275-7360

MANAGEMENT: Vice President: Buzz Cavangh
Grocery Buyer: Debbie Chovanak
Confectionery Buyer: Ted Donald

Edmonton Branch: 11638 - 147 Street
T5M 1W3
(403) 451-2699

OPERATION:

Wallace & Carey is an independent wholesale and distribution company, supplying 7-Eleven Stores in Alberta, plus Shoppers Drug Mart, Valu Drug Marts and many independent "corner" type grocery stores. They carry tobacco, health and beauty aids, confectionery and grocery (including frozen) lines and have buyers in Calgary for each category.

BUYING PROCEDURES:

All buying for the province is co-ordinated in the Calgary office. Contact the buyers for product presentations. The Edmonton office handles distribution only.

WESTERN GROCERS LTD.
(Division of Westfair Foods Ltd.)

HEAD OFFICE: 101 Weston Street
Winnipeg, Manitoba
R3E 2T4
(204) 786-7941

Western Grocers has 11 branch offices from Thunder Bay west to Alberta. They also operate Dominion Fruit in Red Deer.

CALGARY OFFICE: 6810 - 40 Street S.E.
T2C 2A5
(403) 279-2515

Branch Manager: George Webber
Head Merchandiser: Merv Barr
Sales Manager: John Bevan
Frozen Food Buyer: Bill Kostiuk
Grocery Buyer: John Demerier
Produce Manager: Bill Drake
Meat Manager: Don Arnold

EDMONTON OFFICE: 16104 - 121 Avenue
T5V 1B2
(403) 454-1561

Branch Manager: Pat Bryan
Head Merchandiser: Kent Pederson
Assistant General Manager: Len Shostak
Sales Manager: Grant Davidson
Meat Merchandiser: Anco Vanderland
Produce Manager: Gerry Hoffman

GROUPS OPERATED:

Red & White: 94 stores; located in Alberta (47), Saskatchewan (39), and Manitoba (8).
Lucky Dollar: 146 stores; located in Alberta (27), Saskatchewan (57), Manitoba (60) and Northwest Ontario (2).
Tom Boy: 70 stores; located in Alberta (36), Saskatchewan (11), Manitoba (18) and Northwest Ontario (5).

The company regularly supplies some 1,000 customers who are not members of one of the groups it sponsors, for example: Super Valu Stores and Mac's Convenience Stores.

CASH & CARRY:

Western Grocers operates two cash & carry outlets, one each in Calgary and Edmonton, mainly for small corner store operators and restaurateurs.

BUYING PROCEDURES:

Buying is done at the branch offices. For new product presentations and listings, contact the head merchandisers and the appropriate buyers. Listing decisions are made at group meetings which also include a council of former store owners. Decisions for new listings are based on proven consumer acceptance, sales performance, advertising dollars available and special price offerings.

Western Grocers supplies warehousing and distribution services to Edmonton's two Real Canadian Superstores.

WOODWARD'S

HEAD OFFICE: 101 West Hastings Street
Vancouver, B.C.
V6B 4G1
(604) 684-5231

SENIOR MANAGEMENT:
Chairman of the Board: C. N. Woodward
Senior Vice President Alberta Operations: P. C. McComb
Vice President, Food Operations: M. P. McBride

DIVISIONAL MANAGERS: (Vancouver)
General Manager: B. Clark
Grocery: Pat Keough
Meat: Gordon Dallas
Restaurant: Hugo Stead
Bakery: G. W. Thorne
Senior Buyer: Chris Barnett
Manager of Food Advertising and Promotions: Brian Marks

ALBERTA DISTRIBUTION CENTRE:
3850 - 98 Street
Edmonton, Alberta
T6E 3L2
(403) 462-6685

Merchandise Manager Foods — Alberta: Lionel Vail
Buyer Grocery Division: Brian Zaminsky
Buyer Meats Division: Richard Graham
Manager Meat and Deli Division: Wayne Hart
Buyer Produce: Alex Stadig

Sales Promotion Manager Meats: Harvey Rubelac
Sales Promotion Manager Grocery: J. C. Nixon
Sales Promotion Manager Bakery: F. Corazza
Sales Promotion Manager Produce: Glen Baty

STORES: Nine in Alberta: Calgary (3), Edmonton (4), Lethbridge (1), Red Deer (1)

BUYING PROCEDURES:

For Alberta listings contact the respective buyers, as listed. The sales promotion managers should also be familiar with your product.

Woodward's handles a variety of private label products. Procurement is controlled by the Vancouver office.

OTHER DISTRIBUTORS

The food business has many other specialized companies offering wholesale, warehousing and distribution services for specific product lines. These companies are often combined with either a brokerage, manufacturing or other related business. Contact these companies if your product is best suited to this form of distribution.

COMPANY	ADDRESS	CONTACT	SPECIALTY
Bowes Co. Ltd.	#15, 6324 - 10 Street S.E. Calgary, Alberta T2H 2K7 (403) 253-1505	Rob Christianson	bakery, dairy, bulk foods; receptive to new product presentations
	11766 - 163 Street Edmonton, Alberta (403) 453-3044		
Bruce Ogston Enterprises	6972 - 63 Avenue Red Deer, Alberta T4P 1K5 (403) 343-7724	Bruce and Violet Ogston	snack foods
Can-Am Distributors Ltd.	7815 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-8821	Jack DeJong	bakery, confectionery
Francis Distributors Ltd.	#13, 6143 - 4 Street S.E. Calgary, Alberta T2H 2H9 (403) 255-0320	Gordon Rodway	bakery, perishables, others
HPI Beverages Ltd.	8025 - 127 Avenue Edmonton, Alberta T5C 1R9 (403) 478-3416	Grant Smith	beverages, other
Hudson's Bay Wholesale Ltd.	1224 - 34 Avenue N.E. P.O. Box 3928, Station "B" Calgary, Alberta T2M 4M5 (403) 276-8951	Barry Meeds	tobacco, confectionery, condiments and some grocery lines; receptive to new product presentations
	11825 - 105 Avenue P.O. Box 696 Edmonton, Alberta T5H 0L9 (403) 452-1670	Tony Kremzar	

COMPANY	ADDRESS	CONTACT	SPECIALTY
	6143 - 48 Avenue Red Deer, Alberta T4N 2R2 (403) 346-7725	Bill Thomas	
	5017 - 48 Avenue P.O. Box 1600 Ponoka, Alberta T0C 2H0 (403) 783-4222	Bill Thomas	
	803 - 30 Street P.O. Box 1015 Lethbridge, Alberta T1H 3Z2 (403) 328-8801	Boris Labiuk	
	1047 Brier Park Way P.O. Box 127 Medicine Hat, Alberta T1A 7E8 (403) 526-2865	Jake Siemens	
Kirkland Rose Ltd.	4505 - 1 Street S.E. Calgary, Alberta T2G 2L2 (403) 243-5493	Tom Woertman	bakery
Livingstone Distribution Ltd.	4441 - 76 Avenue S.E. Calgary, Alberta T2C 2G8 (403) 279-8600	Gerry Imbery	public warehousing and distribution of food products
	11708 - 167 Street P.O. Box 2026 Edmonton, Alberta T5J 2P4 (403) 452-9880	Gordon May	
Mrs. Willman's Fine Baking Ltd.	1420 Meridian Road N.E. Calgary, Alberta T2A 2N9 (403) 272-5556	Ross Benedict	bakery, cookies
Northdale Enterprises Ltd.	#7, 7408 - 40 Street S.E. Calgary, Alberta T2C 2L6 (403) 236-0190	Barry Trakalo	meats, pickles, juice

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

COMPANY	ADDRESS	CONTACT	SPECIALTY
QF Food Distribution Service Ltd.	3835 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 263-0771	Ernie Evans	frozen food, distribution to wholesalers and retailers, frozen foods public warehousing
Versatile Cold Storage Corp.	3839 Ogden Road S.E. Calgary, Alberta T2G 4N6 (403) 265-3472	R. Rogers	public warehousing and distribution, frozen foods
Watts Food Distributors Ltd.	6304B - 6A Street S.E. Calgary, Alberta T2H 2B7 (403) 253-1206	Keith Watts	beverages

BUYING GROUPS

Interprovincial buying groups exist throughout the food trade, as they do for many manufactured products. A summary of the current food buying group affiliations within the Alberta marketplace follows.

DESCRIPTION: Buying groups include any organization that purchases for a group of businesses. They may do this by placing orders, taking delivery and performing other services for their members. They may be a collection office which buys for the purpose of maximizing volume rebates. Some buying groups may also act as managers for the members' purchases of private label brand and generic products.

FOOD BUYING GROUP INVOLVEMENT IN ALBERTA

FOODWIDE OF CANADA LTD. — Loblaws Companies Ltd. and Provigo Inc.
— **in Alberta:** Sunspun Foodservices Ltd.
Western Grocers Ltd.

IGA/SAFEWAY — IGA and Canada Safeway Ltd.
— **in Alberta:** Horne & Pitfield Foods Ltd.
Canada Safeway Ltd.

UNITED GROCERY WHOLESALERS LTD.
7100 - 44 Street S.E.
Calgary, Alberta
T2C 2V7
(403) 236-6300
President: G. Deegan

— There are 13 shareholder members across Canada.
— **in Alberta:** Woodward's
Alberta Grocers Ltd.
Merco Wholesalers Ltd.
Associated Grocers Ltd.
Federated Co-op Ltd.
— UGWL handles volume purchasing of national brand products and administers a generic program for Can-Am Food Ltd., a private label program for Western Family Ltd.

FEDERATED FOODS LTD.
— There are 17 foodservice distributor members across Canada.
— **in Alberta:** Scott National
— Federated Foods also handles the Sunshine private label program.

ASSOCIATED FOOD DISTRIBUTORS:

— There are 30 foodservice distributor members across Canada.
— **in Alberta:** Bridge Brand Food Services Ltd.
I & S Produce Ltd.
Medicine Hat Wholesale Foods
Simon & Reimann Food Distributors Ltd.

INDEPENDENT TOBACCO WHOLESALE ALLIANCE (ITWAL)

— There are over 160 members in ITWAL.
— **in Alberta:** Wallace & Carey Ltd.
Medicine Hat Wholesale Foods Ltd.
Independent Wholesale Foods Ltd.

LISTINGS — HOW TO OBTAIN AND MAINTAIN THEM

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

The key to a successful product introduction, into either the retail or foodservice market, lies in careful, deliberate consideration and detailed explanation of the following:

— the product itself — does the new product truly deliver a unique benefit to the marketplace?

— its planned positioning in the marketplace

— the size and growth pattern of the market

— its recommended shelf placement for retail and type of operation (for example: fast food or hospital) for foodservice

— its recommended selling price

— its packaging

— the amount of co-operative advertising and incentive plans including introductory allowances, payment terms and volume allowance programs needed to gain listings

— the type and amount of consumer and trade advertising

— the type and amount of consumer promotion

THE PRODUCT

Manufacturers need to ask for input before they launch a new product. Buyers can provide extremely valuable input during your initial planning stages. After several years of buying and merchandising a product category, a food buyer develops a strong sense for what will and will not work. The buyer can also provide recommendations on retail shelf placement, package dimensions, shipper case packs and potential size and growth pattern of the market.

Competition in the food business is strong, especially in the area of new products. Progressive Grocer reports that only one-third of all new products actually make it through product introductions and only one out of seven is still on the shelf a year later.

COST OF MARKETING

A manufacturer must be prepared to pre-spend. Be prepared to invest in the marketplace and these costs must be budgeted. Go to the buyer and say "regardless of sales, we're prepared to . . ." and outline a sound merchandising program.

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Although no hard and fast rules apply to product pricing, the following is a general guideline that has been recommended by fellow processors:

DELIVERED PRODUCT PRICE

\+ 5% co-operative advertising
\+ 2% cash discounts
\+ 6% deals
\+ 5% broker fees
\+ 5% consumer promotions

23%

WHOLESALE PRICE = PRODUCT PRICE + 23%

The suggested retail price will equal the wholesale price plus a retail mark-up of about 18-32 per cent (usually).

The marketing costs as outlined are real costs and must be budgeted.

PRICE LISTS

Separate price lists should be prepared depending on the type of distribution. These lists are often referred to as distribution allowances and should state the minimum shipments necessary to qualify.

1. FOB Wholesale Distributor Warehouse Allowance
2. Corporate and Independent Drop-Ship Allowance — when listings are difficult to obtain, drop shipping provides the following advantages:
   a) allows for direct shipment to the independent stores with invoicing being handled by wholesaler
   b) the wholesaler may guarantee the account
   c) shows the wholesaler that your product does sell thereby justifying a listing through the warehouse.

   When dealing with corporate chain stores, permission must be granted by the majors to distribute to their stores on a direct basis.

   Prices should be higher on drop-shipments than to the wholesaler to help cover the extra distribution costs and to ensure that retailers will be able to buy at prices through their warehouses which are at least competitive with the price they paid for drop-shipments (for example: seven to eight per cent higher).
3. FOB Plant Pick Up — this price must be carefully calculated so that enough of the saving on distribution is passed on to the wholesaler for him to pay the shipping charges from your plant to his warehouse.

CASE SIZES OR PACKS

Case "turns" and the size of the master cartons are extremely important to both you and the buyer. When a buyer checks the results on velocity reports, he often looks only at the number of turns, not at the case size. In other words, it may be advantageous to package 12 units per case as opposed to 20. The buyer perceives increased turns to equate to increased sales volumes.

PRODUCT PACKAGING

First impressions are critically important. Considerable attention and adequate financial commitment must be paid to packaging. PACKAGING IS A BRAND'S INSTANT IMAGE.

CO-OPERATIVE ADVERTISING AND DEAL ALLOWANCES

Generally, a manufacturer accrues two to five per cent of invoice value to be used toward co-operative advertising. However, every product category is different and it is critical for you to determine where your product fits versus the competition. For example, co-operative advertising on cheese may equal 1.5 per cent while on honey, 15 per cent may be accrued. This value is put towards the purchase of newspaper ads in conjunction with the retailer. As a manufacturer, you "purchase" a package promotion at least three to a maximum of six times per year. These ads are usually booked in November for the following year. Be sure to stipulate that the feature price will be set six weeks prior to the date of the promotion. On average, consider a 10 per cent price reduction in the form of an off invoice case allowance timed in conjunction with the co-operative advertising feature. Also, consider the number of buy-ins per promotion, possibly one or two. As this benefit should be passed on to consumers, it most likely will increase sales. In your overall projections, anticipate that 50-65 per cent of total purchases will be bought when the item is dealt. Therefore, deals will cost five to six per cent throughout the year or possibly more.

INCENTIVE PLANS

Perhaps the most effective method by which to outline incentive plans is in the form of a product knowledge binder or folder. It could possibly contain information on the following:

INTRODUCTORY DEAL ALLOWANCE
for example: in the form of a case allowance for a period of 30 days after obtaining a listing and/or on the initial one or two orders

VOLUME INCENTIVE PLAN
The purpose of this plan is to encourage the buyer to purchase a greater percentage of the total product category from you. These allowances are usually paid in June and December.

TRUCKLOAD PRICE (40,000 LB TRUCK)
for example: less 2% off invoice

CASH DISCOUNTS
for example: 2%, 15 net 30
for example: 2%, 10 days net 30
2% charged on overdue accounts

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

CONSUMER PROMOTIONS

One of the underlying objectives of marketing plans for many new products is to build a consumer franchise for the product or brand. Another is to develop a significant core group of loyal and heavy brand users. To achieve this goal, a large number of consumers have to be encouraged to make that important first purchase and try the product. It is in this area that couponing and sampling are most effective, either used separately but best in combination.

IN-STORE SAMPLING (Retail)

While this kind of activity, being labor intensive, has a high up-front cost, the leverage — the flush through of a lot of product — can do wonders in getting a new product off to a strong start.

Five to 10 or more times normal weekly sales can be generated in one day by in-store sampling, at regular retail price. Therefore, in conjunction with a price feature or a coupon, additional product can be moved.

When a coupon is given, 25 per cent immediate, 40 per cent ultimate redemption can be expected for an in-store effort.

Generally speaking, the closer you get to the point of sale, the greater the impact.

COUPON VALUE (Retail)

The values recommended for introducing a product are usually higher than those needed for product franchise maintenance among existing products.

For new products, values such as 25, 40 and 50 cents are recommended.

One guideline for new product couponing is to double the percentage discount normally allowed for a coupon on an already established product.

Since more than one-half of all coupons give discounts ranging between eight and 15 per cent of the average product shelf purchase price, a reasonable range for product introductions might be between 15 and 30 per cent, particularly if the coupon is not accompanied by a sample.

This guideline should be used with some discretion, however, since for most consumer packaged goods sold in supermarkets, coupon values above 50¢ may not be cost effective.

Other suggestions include:

— use standard values which are multiples of the number five

— do not ask for multiple purchases with an introductory coupon

— for most products, free coupons do not attract a sufficiently high response rate to be cost effective. A small sample and lower value coupon may work better.

N.B. Coupon offers to foodservice operators are becoming increasingly popular.

IN CONCLUSION

This section will assist you to be well prepared for the actual product presentation to the retail or foodservice trade. Be ready for the following types of questions:

— describe your product — how is it superior? What is its competitive edge? Who is the competition? Does it deliver product quality? What is its value; what is the suggested retail price?

— will it be handled by a broker?

— what will be the in-store coverage pattern?

— how are you going to create consumer demand?

— can good distribution be assured?

— how much and what kind of introductory advertising will there be?

— are there promotional funds available? In sufficient quantity?

— where should the product be positioned?

— what are the minimum and maximum shipment quantities?

— did you conduct a test market? What were the results?

— what is the product return policy?

— how profitable will it be for the retailer or foodservice distributor?

BROKERS — HOW TO SELECT AND WORK WITH THEM

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Appointing a food broker is one of the most important decisions a processor makes. It requires time, thought and detailed field research. The main purpose of the selection process is to find the broker that best fits your needs in each market. Certainly not all products or principals need the same type of service, so brokers of all sizes and degrees of service and sophistication exist. It is most important to match a broker's talents with each principal's requirements on a market-by-market basis.

THE SELECTION PROCESS

"How to Select Food Brokers", published by U.S. National Food Brokers Association, has proven to be a very useful tool for many Alberta food processors. It outlines and discusses the critical steps in the selection process including:

1. analyzing your needs in the market
2. analyzing your products from the broker's viewpoint
3. finding broker candidates
4. evaluating the final candidates
5. making your final decision
6. appointing your food broker

Some questions to consider asking at broker interviews are:

1. Identify the owners. Are there any immediate (next year) management plans or ownership changes expected, including mergers?
2. May I see a list of major principals? May I know which are your five largest retailer and/or foodservice accounts?
3. To whom would you assign our account, and what is his/her background? What accounts does he/she have now? What particular successes has he/she had in the last six months?
4. Please comment on any items in your present product line that would seem to (a) Give you an advantage in handling our line; or (b) Give you an experience base. Are there people in your organization familiar with our product category? If so, what is there experience?
5. What do you consider your best selling and merchandising performance so far in the last 12 months? Explain to the degree you feel appropriate to do so.

Copies of the booklet, "How to Select Food Brokers", are available free of charge by contacting either:

NATIONAL FOOD BROKERS ASSOCIATION
1010 Massachusetts Avenue N.W.
WASHINGTON, D.C.
U.S.A. 20001

OR

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
911 - 32 Avenue N.E.
CALGARY, ALBERTA
T2E 6X6
(403) 297-8452

MARKET DEVELOPMENT
ALBERTA AGRICULTURE
7000 - 113 Street
EDMONTON, ALBERTA
T6H 5T6
(403) 427-4241

NORTHERN ALBERTA FOOD BROKERS

* denotes membership in the Northern Alberta Food Brokers Association

* F. Archibald Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 452-8425
Branch Manager: Jim Knudson

* Barry Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-2985
President: Vern Nielsen

* Bradley-Rudolph Brokerage Ltd.
10422 - 123 Street
EDMONTON, Alberta
T5N 1N7
(403) 488-8133
Branch Manager: Gordon Landro

* Cascade Food Brokers
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-1545

Chaparral Food Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 451-4573
Acct. Rep.: Larry Dunham

* Corbitt McCormick Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-9315
Vice President: Robert Corbitt

W. H. Escott Co. Ltd.
14415 - 128 Avenue
EDMONTON, Alberta
T5L 3H3
(403) 451-2651
Manager: Keith McPeak

* Garrod Food Brokers Ltd.
9950 - 69 Avenue
EDMONTON, Alberta
T6E 0T4
(403) 433-0945
Branch Manager: Larry Hamilton

* Hymas Imports
5012 - 76 Avenue
EDMONTON, Alberta
T6B 0A6
(403) 469-0197
Branch Manager: Jim Horrigan

International Pacific Sales Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5M 3Z2
(403) 454-0748
Sales Manager: Earl Keeley

John Fisher Sales
606 - 4808 Ross Street
RED DEER, Alberta
T4N 1X5
(403) 340-1909
President: John Fisher

* Klondike Food Brokers Ltd.
#213, 10301 - 109 Street
EDMONTON, Alberta
T5J 1N4
(403) 423-5328
President: Jack Trach

* Koskey Food Brokers Ltd.
14648 - 134 Avenue
EDMONTON, Alberta
T5L 4T4
(403) 451-3060
Branch Manager: Harold Wang

* Lynn Brokerage Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-5298
President: Bill Lynn

* MacKelvie Brokerage Ltd.
4619 - 99 Street
EDMONTON, Alberta
T6E 4Y1
(403) 437-1061
President: Jim MacKelvie

* Marketwise Sales (Alberta) Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 454-3963
President: Dale Gaehring

McDonald Food Brokers Ltd.
14627 - 128 Avenue
EDMONTON, Alberta
T5L 3H3
(403) 452-8030
President: Bruce McDonald

* Mid Can Food Brokers Ltd.
711 Georgian Terrace
Sherwood Park, Alberta
T8A 2T7
(403) 464-2951
Branch Manager: Wayne Modin

* MRB Sales (Edmonton) Ltd.
12114A - 163 Street
EDMONTON, Alberta
T5J 2P4
(403) 453-6602
Branch Manager: Roy Munro

* Perco Sales and Associates
4818 - 89 Street
EDMONTON, Alberta
T6E 5K1
(403) 468-6969
Branch Manager: Bruce LaPorte

* K. J. Preiswerck
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-7757
Branch Manager: Henry Matoga

* Ramsey Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 452-3010
President: John Ramsey

Renmac Farms
Food & Related Items
13227 - 146 Street
EDMONTON, Alberta
T5L 4S8
(403) 453-5768
President: Stuart MacGregor

* Seven Cities Food Brokerage Ltd.
10301 - 109 Street
EDMONTON, Alberta
T5J 1N4
(403) 423-3307
Branch Manager: Wayne Olesen

* Shirra Sales Ltd.
14735 - 124 Avenue
EDMONTON, Alberta
T5L 3B2
(403) 455-8511
Branch Manager: Dorothy McDonald

* Tees & Persse Ltd.
11708 - 167 Street
EDMONTON, Alberta
T5J 2P4
(403) 452-3355
Regional Manager: Doug Lawrence

* Westrade Sales
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 451-4212
Branch Manager: Rick Taylor

* West-Van (Edmonton) Brokerage Ltd.
P.O. Box 2026
EDMONTON, Alberta
T5J 2P4
(403) 455-8670
Branch Manager: Lloyd Westra

SOUTHERN ALBERTA FOOD BROKERS

* denotes membership in the Southern Alberta Food Brokers Association

* F. Archibald Brokerage Ltd.
219, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3159
General Manager: Art Jackson

* Barry Brokerage Ltd.
15, 6115 - 4 Street S.E.
CALGARY, Alberta
T2H 2H9
(403) 253-1010
Branch Manager: Glen Potter

* Bradley-Rudolph Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2H 2J1
(403) 243-4939
Salesmen: Cecil Petkau
Ron Hollingsworth

* Cascade Food Brokers Ltd.
P.O. Box 5902, Station "A"
5112 - 3 Street S.E.
CALGARY, Alberta
T2H 1Y4
(403) 255-0123
General Manager: David Sawatzky

* Chaparral Food Brokerage Ltd.
204, 4441 - 76 Avenue S.E.
CALGARY, Alberta
T2H 2J1
(403) 236-2727
President: Mike Salmon

Culinary Food Brokerage O & S Ltd.
7419 Fountain Road S.E.
CALGARY, Alberta
T2H 0W9
(403) 253-1062
President: Otto Schwab

E.R.D. Food Brokerage Ltd.
40 Pennsburg Place S.E.
CALGARY, Alberta
T2A 2K1
(403) 273-7936
Manager: Miles Lane

* Garrod Food Brokers Ltd.
230B, 3700 - 78 Avenue S.E.
CALGARY, Alberta
T2C 2L8
(403) 236-2155
President: R. C. Foord

* Hymas Imports & Brokerage
731 - 2 Avenue S.W.
CALGARY, Alberta
T2P 0E4
(403) 265-2970
President: Fred Van Walleghem

International Pacific Sales Ltd.
720 - 28 Street N.E.
CALGARY, Alberta
T2A 6R3
(403) 235-2800
Sales Representative: Keith Ross

* Koskey Food Brokers Ltd.
1155G - 44 Avenue S.E.
P.O. Box 1117, Station "T"
CALGARY, Alberta
T2H 2H5
(403) 243-3075
President: Howard Koskey

* Lynn Brokerage Ltd.
96 Edgewood Drive N.W.
CALGARY, Alberta
T3A 2T5
(403) 239-5763
Branch Manager: Fred Rescanski

* MacKelvie Brokerage Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2535
Sales Representative: Doreen Smith

* Marketwise Sales (Alberta) Ltd.
2020 Centre Avenue N.E.
CALGARY, Alberta
T2E 0B1
(403) 272-8595
Branch Manager: Traug Haichert

* MRB Sales (Calgary) Ltd.
1155F - 44 Avenue S.E.
CALGARY, Alberta
T2H 1X1
(403) 287-1505
President: Don Willcox

Mustang Food Brokers
#204, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-2960
President: Lynn Ward

* National Importers Ltd.
1700 Varsity Estates Drive N.W.
CALGARY, Alberta
T3B 2W9
(403) 288-9290
Sales Manager, Prairies: Earl Hamilton

* Perco Sales & Associates
28, 2015 - 32 Avenue N.E.
CALGARY, Alberta
T2E 6Z3
(403) 230-3921
Branch Manager: L. R. Vidler

C B Powell Ltd.
415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 243-3380
Sales Manager: D. Raymond

* K. J. Preiswerck
202, 415 Manitou Road S.E.
CALGARY, Alberta
T2G 4C3
(403) 287-3431

RBR Food Brokers Ltd.
808 Woodpark Way S.W.
CALGARY, Alberta
T2W 2V8
(403) 251-0755
Manager: Ronald Carrick

* Ramsey Brokerage Ltd.
4441 - 76 Avenue S.E.
CALGARY, Alberta
T2C 2G8
(403) 279-1919
Branch Manager: G. R. Edwards

* Seven Cities Food Brokers Ltd.
C4, 416 Meridian Road S.E.
CALGARY, Alberta
T2A 1X2
(403) 248-3633
Branch Manager: Norm Aebig

* Shirra Sales Ltd.
3839 Ogden Road S.E.
CALGARY, Alberta
T2G 4N7
(403) 232-1838
Manager: Jim Fargo

Span Marketing Ltd.
32, 12108 Macleod Trail South
CALGARY, Alberta
T2J 0P6
(403) 287-3756
Manager: Fred Leeming

* Stampede City Food Brokers
5919 - 5 Street S.E.
CALGARY, Alberta
T2H 1L5
(403) 253-0963
Manager: Don MacLean

* Tees & Persse Ltd.
221A, 2323 - 32 Avenue N.E.
CALGARY, Alberta
T2E 6Z3
(403) 230-3261
Branch Manager: E. R. Schlamp

* Watts Stevens Brokerage Ltd.
6304B - 6A Street S.E.
CALGARY, Alberta
T2H 2B7
(403) 255-6776

* Westrade Sales Ltd.
4441 - 76 Avenue S.E.
CALGARY, Alberta
T6B 0A3
(403) 279-0934
Manager: Garry Sebastion

West-Van (Calgary) Brokerage Ltd.
#1, 7503 - 35 Street S.E.
CALGARY, Alberta
T2C 1V3
(403) 236-7624
Branch Manager: Klaas Van Veller

Wild Rose Brokerage Ltd.
3436 Caribou Drive N.E.
CALGARY, Alberta
T2L 0S5
(403) 284-3791
Manager: Ed Neugebauer

TRADE SHOWS — HOW TO PARTICIPATE PROFITABLY

Trade shows and exhibitions have become a major marketing medium in Canada today. But, in order to utilize the special characteristics of the trade show exhibit to their maximum, participation must be considered an essential part of the total marketing plan.

DEFINE OBJECTIVES:

It is important to define exactly what you want an exhibit to accomplish and then base all further decisions on those objectives. When you set an objective, be sure it is both meaningful and measurable. Following are 12 possible clearly defined objectives:

1. To make sales.
2. To create a positive image of your company.
3. To create interest in your products.
4. To introduce new products or services.
5. To compile an accurate list of qualified prospective buyers.
6. To test the competitiveness of your company.
7. To test new product ideas or their further development.
8. To maintain existing contacts; to create new contacts.
9. To update yourself on competitive claims and new developments in the industry.
10. To offer customers an opportunity to ask questions and get answers.
11. To recruit personnel or attract new distributors.
12. To demonstrate interest in and support of the sponsoring association or industry.

Sales are probably the most often stated objective. The trade show has some unique attributes which can bring a prospective buyer from mild interest to the decisive act of placing an order.

1. The audience is pre-selected, voluntary and has expended time and money to come to the show. It is unlikely that prospects ever have a more open attitude towards new products and new contacts than at a trade show.
2. The salesman is at home in his booth with all support material around him, rather than being in unfamiliar territory in the prospect's office. There is no delay between questions and answers, as all information and easily accessible demonstrations are available at the booth.
3. The prospect at the trade show usually has purchasing authority and can make buying decisions right on the spot or at a subsequent sales call.

BUDGET BY OBJECTIVE:

Your budget must cover a wide range of costs. An accurate figure can only be arrived at after carefully assigning a dollar figure to each activity necessary to reach your objectives. While there is no hard or fast rule, plan on budgeting between $5 - $6 for each dollar you spend on space costs.

10 MOST IMPORTANT DO'S AND DONT'S FOR A PROFITABLE TRADE SHOW

DO'S	DONT'S
1. PLAN AHEAD	1. UNDERESTIMATE YOUR VISITORS
2. KNOW YOUR PRODUCTS	2. LEAVE QUESTIONS UNANSWERED
3. RELATE TO PROSPECT'S NEEDS	3. WEAR YOURSELF OUT AT NIGHT
4. KNOW YOUR COMPETITION	4. BE OVERLY AGGRESSIVE
5. DEMONSTRATE PRODUCTS	5. IGNORE VISITORS/FACE REAR
6. BE READY TO TALK	6. OVERPROMISE
7. BE ENTHUSIASTIC, CONFIDENT AND SMILE	7. VISIT WITH COHORTS OR WANDER AWAY
8. KEEP YOUR BOOTH CLEAN, NEAT AND ATTRACTIVE	8. SMOKE OR DRINK OR EAT OR READ OR SIT
9. KNOW YOUR WAY AROUND BOOTH AND SHOW	9. SAY "CAN I HELP YOU?"
10. PLAN FOR ACTIVE FOLLOW-UP	10. COUNT ON MEMORY ALONE

ALBERTA'S TRADE SHOWS

FOODSERVICE TRADE SHOWS

1. ARFEX — Sponsored by the Alberta Restaurant & Foodservices Association
   CALGARY — SEPTEMBER 24, 25, 1985
   EDMONTON — SEPTEMBER 23, 24, 1986
   * is held annually alternating between Edmonton and Calgary
   * contact: Sherri Verdec 245-0677

2. BRIDGE BRAND'S "WHITE HATTER SHOW", CALGARY — MAY 28-29, 1985
   * is held every second year in May.
   * participation is by invitation
   * contact: Fred Tamagi Jr. or Donna Hannah 235-8555

3. SCOTT NATIONAL'S "FOOD-A-RAMA"
   LETHBRIDGE — APRIL 15, 1986
   CALGARY — APRIL 17, 1986
   EDMONTON — MAY 15, 1986
   * held every second year, with smaller regional shows planned in alternate year.
   * participation is by invitation
   * contact: Bob Coxford 258-0458

4. THE GROCERY PEOPLE'S "FASHIONS IN FOOD" — 2nd or 3rd WEEK APRIL, 1986
   * is held annually
   * participation is by invitation
   * contact: Gabe Keller 451-3971

5. SUNSPUN FOODSERVICES
   EDMONTON — OCTOBER 1-2, 1985, tentatively OCTOBER 1986
   NB: no plans to date for a Calgary show.
   * to be held annually
   * participation is by invitation
   * contact: Edmonton — Lorne Anheliger 454-1561

RETAIL TRADE SHOWS

1. ALBERTA GROCERS' "25th ANNUAL CONVENTION", EDMONTON — OCTOBER 5, 6, 7, 1985
   * is held annually
   * participation is by invitation
   * contact: Jim Crawford 453-2361

2. ASSOCIATED GROCERS' "CARNIVAL OF VALUES", CALGARY — Tentatively, 1986
   * is both a retail and foodservice show
   * no definite plans for 1985; maybe a larger show in 1986
   * participation is by invitation
   * contact: Bill Hall 236-6300

3. HORNE & PITFIELD'S "FOOD FAIR", EDMONTON — APRIL 15, 1985, APRIL 1986
   * is held annually in April
   * participation is by invitation
   * contact: Dale Melenberg 470-1440

4. WESTERN GROCERS' "SALES FAIR"
   EDMONTON — MARCH 16, 17, 1986
   CALGARY — MARCH 11, 1986
   * is held annually in both Edmonton and Calgary in March
   * participation is by invitation
   * contact: Edmonton — Pat Bryan 454-1561
     Calgary — John Bevan 279-2515

N.L.C. - B.N.C.
3 3286 06213161 6